



Complete MBA For Dummies

By Kathleen Allen, Peter Economy

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This fun, easy-to-access guide is full of useful information, tips, and checklists that will help you lead, manage, or participate in any business at a high level of competence. You'll find out how to use databases to your advantage, recognize and reward your employees, analyze financial statements, and understand the challenges of strategic planning in a global business environment. You'll also learn the basic principals of accounting, get a grip on the concepts behind stocks and bonds, and find out how technology has revolutionized everything from manufacturing to marketing. Discover how to:

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- Handle budgets and forecasts
- Recruit and retain top people
- Establish and run employee teams
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- Negotiate with the best of them
- Build long-term relationships with clients
- Avoid common managerial mistakes
- Improve cash flow
- Market your products and services
- Make the most of your advertising dollar

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Editorial Review

Review

"with this friendly guide, everyone can sample the benefits of an MBA education in a fraction of the time and at much less cost"(Business a.m., 5 November 2002)

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About the Author

Dr. Kathleen Allen directs the USC Marshall Center for Technology Commercialization and is the author of several books on entrepreneurship.

Peter Economy has authored or co-authored several books including *Consulting For Dummies*.

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